



ARIZONA DEPARTMENT OF HEALTH SERVICES
(ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
“GROW A HEALTHY CHILD”
POST CAMPAIGN RESEARCH REPORT

REPORT PREPARED FOR:
ARIZONA DEPARTMENT OF HEALTH SERVICES / AZNN

DATE: JUNE 2007

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I. BACKGROUND & METHODOLOGY

The Arizona Nutrition Network's (AzNN) mission is to shape food consumption in a positive way, promote healthy behaviors and reduce disease among all people living in Arizona, particularly those who are receiving food stamps or whose income falls within the eligible guidelines for food stamps. AzNN accomplishes this by promoting basic, consistent messages that help the target audience choose diets rich in nutrients, which includes consumption of fruits and vegetables, drinking 1% low fat and fat free milk and eating healthy meals and portion sizes.

Moses Anshell has implemented three marketing campaigns including a community outreach component for the target audience. Marketing campaigns are developed around the three messages of increased consumption of fruits and vegetables, drinking 1% low fat or fat free milk and eating healthy meals and portion sizes. These campaigns were designed to inform and educate the target market about the importance and benefits of living a healthier lifestyle with a goal to influence their nutrition choices. When appropriate, campaign materials are in both English and Spanish.

The primary target for the campaigns is women ages 18 to 49 with children ages 2 to 11, with household income equal to 130% of federal poverty level. The secondary target is children ages 2 to 11.

The subject of this research report is the *Grow a Healthy Child* campaign, which focuses on eating healthy meals and portion sizes. The campaign, which ran January 2007 through June 2007, was statewide and included the following media and projects:

- Television
- Outdoor (billboard, transit boards)
- Pay Phone Ads
- Door Hangers
- Educational Reinforcement Items and Collateral
- "Event in a Box" / community events
- Web Site (www.eatwellbewell.org)

In addition to measuring awareness and effectiveness of the *Grow a Healthy Child* campaign, this research served as a pretest to the *Fruits and Vegetables* campaign.

Moses Anshell contracted with WestGroup to conduct the study with the target population. The research objectives were as follows:

- Measure awareness of the *Grow a Healthy Child* campaign (post-test).
- Evaluate exposure to the campaign.
- Gauge effectiveness of the advertising.
- Gauge attitudes toward including fruits and vegetables in diet.
- Measure awareness of the *Fruits and Vegetables* campaign (pretest).

Intercept interviews with 400 women were conducted in four Arizona cities: Phoenix, Tucson, Cottonwood and Yuma. In addition, 41 children were “interviewed.” That is, if women had their child/children with them, the child was included in the process. For example, children were asked a few questions about the advertising (e.g., had they seen it, where, did they like it), as well as what kind of milk they drink.

All intercepts were conducted at Food City locations between May 25 and June 9, 2007.

The following table lists the specific locations of the intercepts and the number of completed interviews at each location. These locations were selected based on the demographics of the zip codes in which they reside.

City	Address	Sample Size		Interview Dates
		Women	Children	
Phoenix	1648 S. 16 th Street	106	33	May 25 & 30
Cottonwood	1501 E. Hwy 89A	98	4	June 2 - 3
Yuma	2600 W. 16 th Street	97	4	June 6 - 7
Tucson	1830 E. Irvington Road	99	--	June 8 - 9

Following a 10-minute, in-person interview, women participants were asked to complete a self-administered “questionnaire” regarding items they are most likely to purchase when grocery shopping. The questionnaire was simply a listing of specific fruits, vegetables, dairy products, meats and breads/tortillas/starch. Respondents checked those items they are most likely to purchase. They were also asked if their “typical” grocery list/purchases had changed over the past six months. This question was asked to measure change in behavior.

In addition, participants were asked to complete a demographic questionnaire (provided by ADHS).

Respondents were given \$5 cash as a “thank you” for participating in the survey.

It is important to note that although this information is quantitative, it is not necessarily representative of all low-income women between 18 and 49 years old in Arizona. To be representative of that population, respondents would have to have been selected at random. That is, each person in the population would have had an equal chance of being included in the sample. These intercepts were conducted using a combination of a *quota sample* (e.g., 80% Hispanic) and a *convenience sample* (e.g., those who shop at Food City grocery stores). Though these sampling techniques were appropriate to meet the study objectives (within the budget guidelines), they do introduce sampling bias and should be considered when interpreting the findings.

Respondent Profile

	Total n=400	Phoenix n=106	Tucson n=99	Cottonwood n=98	Yuma n=97
Age					
18 – 25	17%	11%	22%	19%	17%
26 – 35	41%	42%	40%	39%	44%
36 – 49	<u>42%</u>	<u>47%</u>	<u>38%</u>	<u>42%</u>	<u>39%</u>
Total	100%	100%	100%	100%	100%
Ethnicity (by observation)					
Hispanic	81%	74%	87%	81%	80%
Caucasian	10%	11%	5%	13%	13%
Native American	4%	5%	4%	3%	2%
Other	<u>5%</u>	<u>10%</u>	<u>4%</u>	<u>3%</u>	<u>5%</u>
Total	100%	100%	100%	100%	100%

II. Key Findings & Conclusions

Grow a Healthy Child Post-Test

- **Nearly two-thirds of women in the target audience use a grocery list**, with milk being the most frequently mentioned item on those lists. This is consistent with previous research.
 - *Caucasian women are significantly more likely than Hispanic women to use a list. As stated previously, this may have significant implications as grocery lists are said to reduce impulse buying, result in buying healthier items and save money.*

- **Advertising/public service announcements about eating healthy foods is abundant.** Six in ten (60%) women said they had seen or heard advertising or public service announcements about eating healthy foods. This is consistent with previous research.
 - *Though campaigns encouraging people to eat more fruits and vegetables seem to be most prevalent, a large percentage of women in the target audience is also getting the overall message to eat healthy/encourage their children to eat healthy.*

- **Awareness of the Grow a Healthy Child TV spot is high, particularly given the fact that it is a new campaign with a new message and new characters.** Forty percent (40%) of the women interviewed said they had seen something similar to the TV ad, after being shown the spot. Women in Phoenix and Tucson were significantly more likely to have seen the advertising than were those in Cottonwood and Yuma.
 - *29 of the 41 children who were shown the TV advertising said they had seen it before.*

- **The dominant messages respondents mentioned were *eat healthy/kids need to eat healthy* and *eat lots of fruits and vegetables/kids need to eat fruits and vegetables*.** Just 2% of participants mentioned anything other than these two messages.

- **Overall reaction to the Grow a Healthy Child TV advertising was very positive.** Over half (55%) rated the ad a “5” on a 5-point scale (with “5” meaning they really liked the ad and “1” meaning they did not like it at all.) An additional 33% rated it a “4.” One in eight (12%) rated the TV spot “3,” “2,” or “1.”
 - *Nearly all (93%) gave a “5” or “4” rating when asked if the ad was understandable.*

- **“Eye catching,” “different” and “neat graphics” were frequently used in describing why mothers like the TV advertising.** In addition, participants like the ad because it teaches kids to eat healthy/teaches kids to eat fruits and vegetables. Others pointed to the fact that the ad shows/teaches moms what to feed their children.
 - *Children also commented on the colors and “cool shapes” used in the spot.*
- **TV is the #1 medium**, with nearly nine in ten (87%) of those who had seen or heard advertising, saying they had seen or heard the ads on TV. Government offices, the second most frequently cited response, was mentioned by 14% of those interviewed. Other media were rarely mentioned.
 - *Channel 33 in Phoenix, Univision in Tucson and Cottonwood, and Channel 26 in Yuma were named most frequently by participants.*
- **Many mothers are preparing more healthy meals today when compared to six months ago.** Four in ten say they are, with 58% saying there has been no change.

Fruits and Vegetables Pretest

- **Women in the target group agree with most of the attitude statements presented.** The exception was the statement *It is too expensive to eat fruits and vegetables*, with which only 23% agreed.
- **Nearly half (46%) say they have seen advertising/public service announcements about the importance of eating fruits and vegetables in the past month.** As stated previously, such advertising is prevalent.
- **Three in ten (31%) women interviewed have seen the More Matters logo.** There were no statistically significant differences by the key demographics.

Low Fat Milk

- **One-third (33%) of these women do not believe 1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk**, with an additional 13% who said they don’t know.
 - *Hispanic women are less likely to believe the statement than are Caucasian women.*

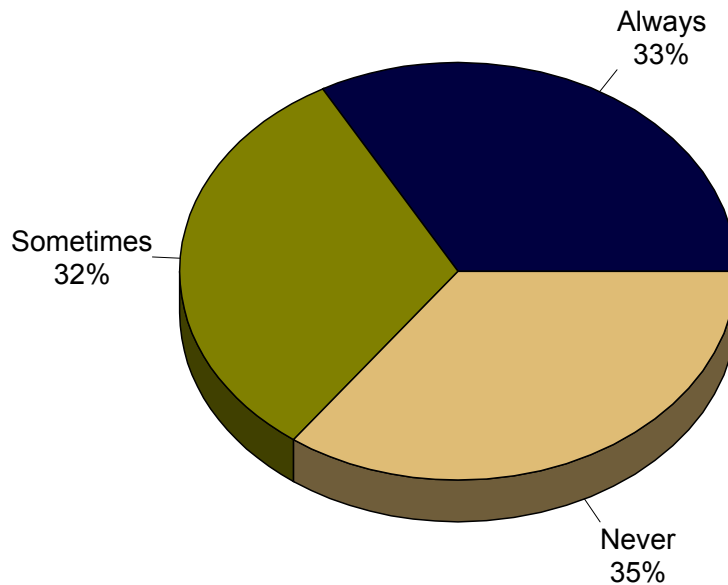
III. SUMMARY of Findings

A. GROCERY SHOPPING

To begin the interview, participants were asked whether or not they use a grocery list and if so, what three things are most likely to be on the list.

As seen in the following charts, nearly two-thirds say they *always* (33%) or *sometimes* (32%) use a grocery list, with milk being the most frequently mentioned item on those lists. Caucasian women are significantly more likely to say they *always* use a list than are Hispanic women – 49% and 29% respectively. In addition, women between 36 and 49 are significantly more likely to say they *always* use a list than are those between 18 and 25 – 40% and 21% respectively.

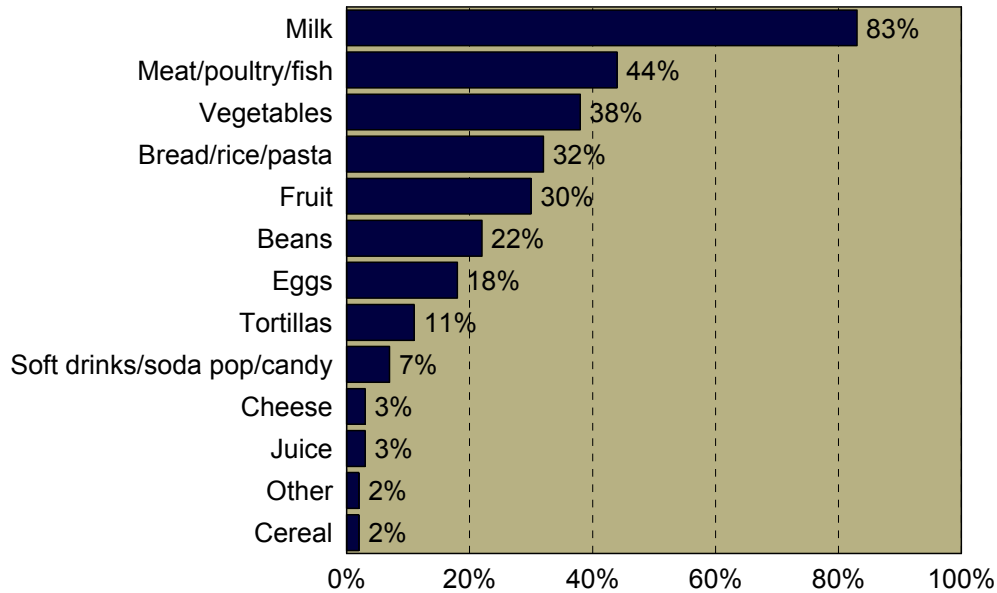
Use Grocery List



n=400

Items Most Often on List

Among those Using List



n=251

There are some interesting demographic differences in the items purchased most often. As stated, milk is mentioned most frequently in all age, ethnic and geographic groups. However, beyond that, the groups vary slightly. Following are comparisons of some key grocery list items.

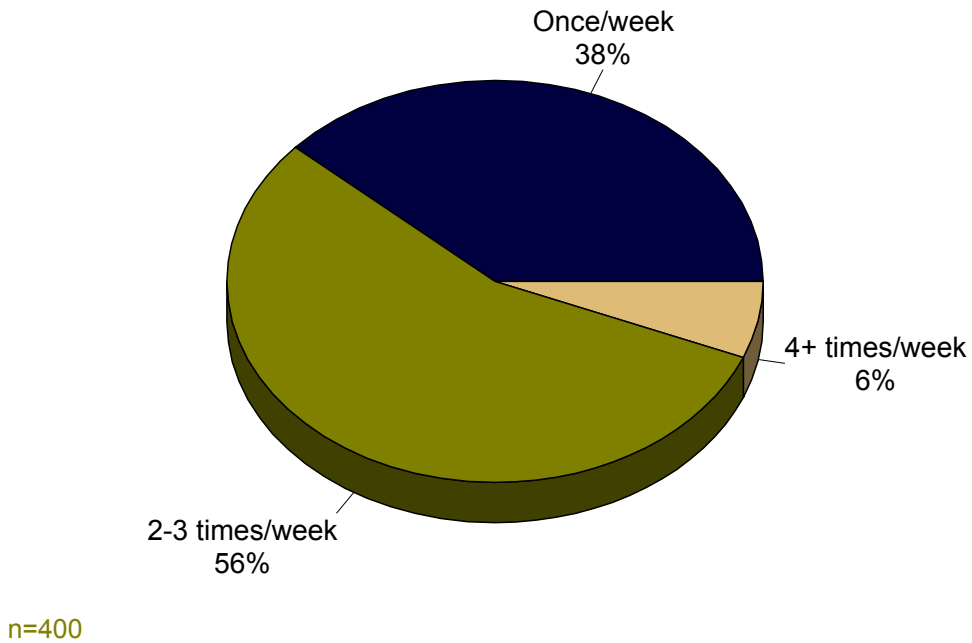
**Table 1: Items Most Often on List
By Demographics**

	Total	City				Ethnicity	
		Phoenix	Tucson	Cottonwood	Yuma	Caucasian	Hispanic
Milk	83%	85%	84%	87%	79%	86%	83%
Meat/ poultry/fish	44%	38%	53%	28%	55%	49%	42%
Vegetables	38%	45%	47%	50%	16%	40%	36%
Bread/rice/ pasta	32%	30%	26%	18%	50%	51%	26%
Fruits	30%	33%	26%	40%	21%	31%	27%
Beans	22%	18%	18%	20%	28%	3%	27%
Tortillas	11%	12%	6%	20%	8%	3%	14%

Bold indicates statistically significant differences from others in category/row

Over half (56%) of these respondents shop two to three times each week, with nearly four in ten (38%) saying they go to the grocery store once a week. Just 6% of those interviewed say they shop for groceries four or more times every week.

Frequency of Grocery Shopping



B. Ad AWARENESS – EATING Healthy Foods

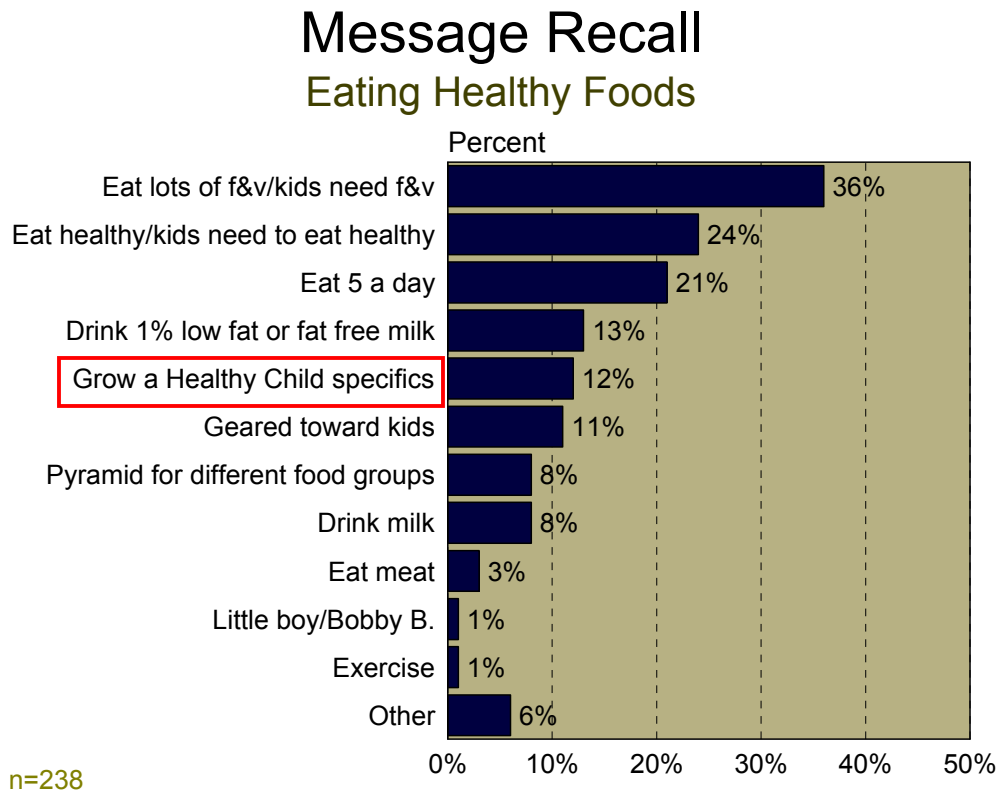
Prior to discussing advertising specifically related to *growing healthy children*, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*. Six in ten (60%) said they had, with 37% saying that had not, and 3% saying they did not know.

C. MESSAGE RECALL – EATING Healthy Foods

When asked what they remember about the advertising related to *eating healthy foods* women were most likely to say the message was to *eat lots of fruits and vegetables/kids need fruits and vegetables* (36%) *eat healthy/kids need to eat healthy* (24%) and *eat five fruits and vegetables a day* (21%).

One in eight (12%) of the total responses had to do with specifics about the *Grow a Healthy Child* campaign. For example, 5% described something about a mother giving her child an apple, 4% said something about a boy growing and 3% talked about colors/shapes/objects turning into fruits and vegetables.

Other messages mentioned included drinking 1% low fat or fat free milk (13%), the food pyramid (8%) and drinking milk (8%).



Demographic Differences

Yuma residents were less likely to have seen advertising or public service announcements about *eating healthy foods* than were residents from the other three cities. In addition, the portion referring specifically to eating five fruits and veggies each day was significantly greater in Yuma than in the other cities. Conversely, there were fewer Yuma residents who said they remember the ads saying something about eating healthy/kids need to eat healthy

**Table 2: Message Recall – Eating Healthy Foods
By City**

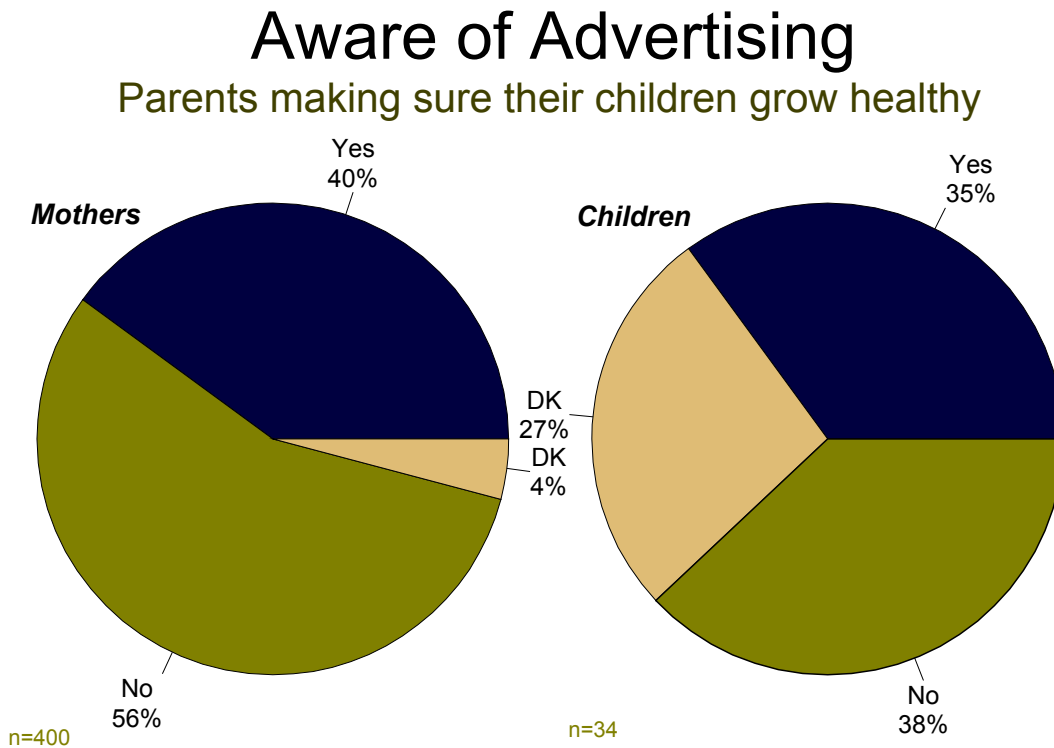
	Phoenix n=62	Tucson n=68	Cottonwood n=61	Yuma n=47
Seen/heard advertising	59%	69%	62%	49%
Eat lots of fruits and vegetables/kids need f&v	34%	40%	31%	40%
Eat healthy/kids need to eat healthy	26%	28%	28%	9%
Eat 5 a day	19%	15%	18%	38%
Drink low fat/1% milk	11%	12%	15%	15%
Pyramid for different food groups	11%	3%	8%	13%
Child/boy growing	10%	3%	3%	--
Mother giving child an apple	7%	4%	8%	--
Drink milk	5%	10%	10%	4%
Colors/shapes/objects turning into fruits/veggies	3%	2%	5%	--

BOLD indicates statistically significant differences from others in category/row

D. Ad AWARENESS – PARENTS MAKING SURE THEIR CHILDREN GROW HEALTHY

Following the question regarding advertising or public service announcements about *eating healthy foods*, respondents who did not say something specific to the Grow a Healthy Child campaign, were asked if they had seen or heard any advertising or public service announcements about *moms/parents making sure their children grow healthy*. Over one-third of women (36%) said they had. In total, four in ten women interviewed (40%) said they had seen advertising related to *parents making sure their children grow healthy* (which included the *Grow a Healthy Child campaign*) without being prompted. Table 4 on the following page, illustrates the impact the relatively small number of women in Yuma who aware of the ads, has on the overall average.

Among the children who responded to this question, 35% (12 of 34) said they had seen such advertising.



Demographic Differences

Women in Yuma were significantly less likely to say they had seen advertising about *moms/parents making sure their children grow healthy* than were women in Phoenix, Tucson and Cottonwood.

The sample sizes for children are too small to review by city.

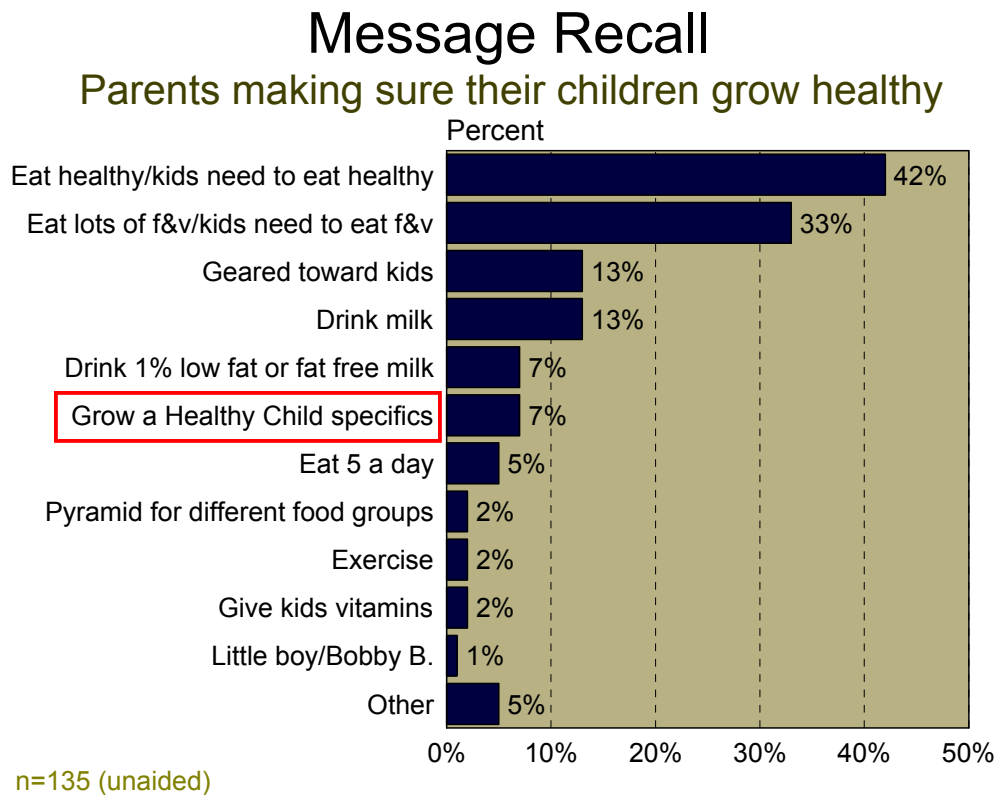
**Table 3: Aware of Advertising
Parents Making Sure Their Children Grow Healthy
By City**

	Phoenix n=106	Tucson n=100	Cottonwood n=98	Yuma n=97
Yes	54%	48%	48%	12%
No	42%	47%	47%	88%
DK	4%	5%	5%	--
Total	100%	100%	100%	100%

BOLD indicates statistically significant differences from others in category/row

E. MESSAGE RECALL – PARENTS MAKING SURE THEIR CHILDREN GROW HEALTHY

Eating healthy/kids need to eat healthy was cited by four in ten women (42%) when asked about the advertising or public service announcements about moms/parents making sure their children grow healthy. An additional 33% said they recall something about *eating lots of fruits and vegetables/kids need to eat fruits and vegetables*. Just over 7% of the responses dealt with something specific to the *Grow a Healthy Child* Campaign (e.g., mother giving her child an apple, child/boy growing or colors/shapes/objects turning into fruits and veggies).



Demographic Differences

Women in Cottonwood were more likely than those in Yuma to mention a message about eating healthy/kids needing to eat healthy, while those in Yuma were more likely to recall something about eating fruits and vegetables.

**Table 4: Message Recall
Parents Making Sure Their Children Grow Healthy
By City**

	Phoenix n=42	Tucson n=43	Cottonwood n=40	Yuma n=10
Eat healthy/kids need to eat healthy	36%	44%	50%	20%
Eat lots of f&v/kids need to eat f&v	31%	35%	25%	60%
Geared toward kids	7%	16%	15%	20%
Drink milk	7%	16%	15%	20%

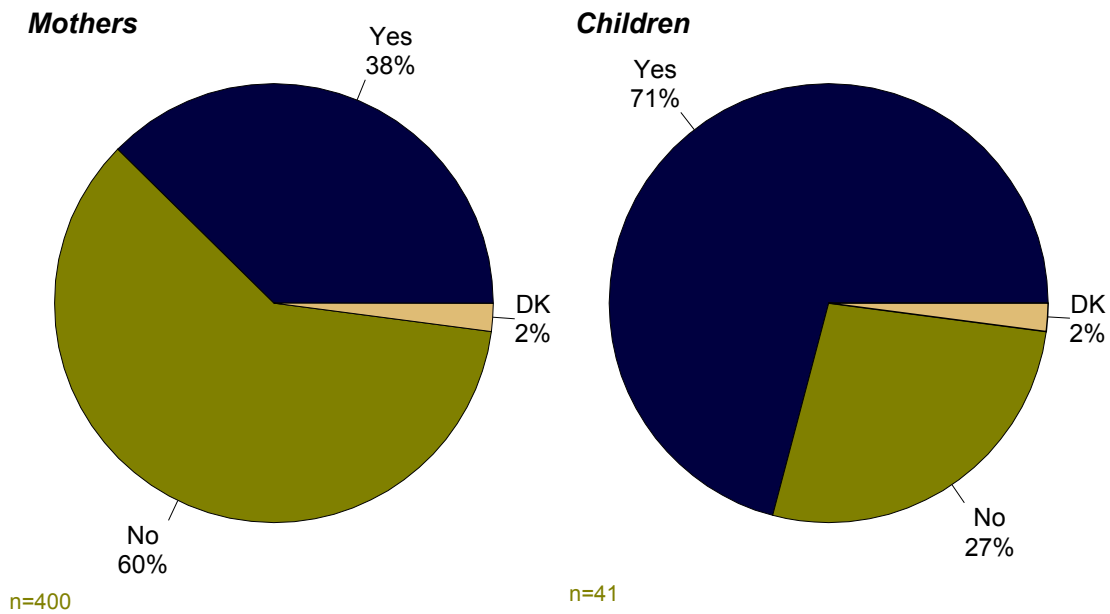
BOLD indicates statistically significant differences from others in category/row

(Note: It is important to remember that participants were only asked this follow-up question if they did not say something related to moms/parents making sure their kids grow healthy in the general eating healthy foods question.)

F. Ad AWARENESS – GROW A Healthy Child

All participants were shown a DVD of the *Grow a Healthy Child* :30 TV ad and asked if they recall seeing advertising that looked similar. Nearly four in ten (38%) mothers said they had seen something similar to the ad shown. Interestingly, a larger percentage of the children – 71% - said they had seen the advertising. (Note: the sample size for the children was fairly small – 41.)

Aware of Advertising Grow a Healthy Child



Demographic Differences

Women in Phoenix and Tucson were significantly more likely to have seen the *Grow a Healthy Child* advertising than were those in Cottonwood and Yuma. As seen in several of the other charts, awareness among Yuma residents was quite low.

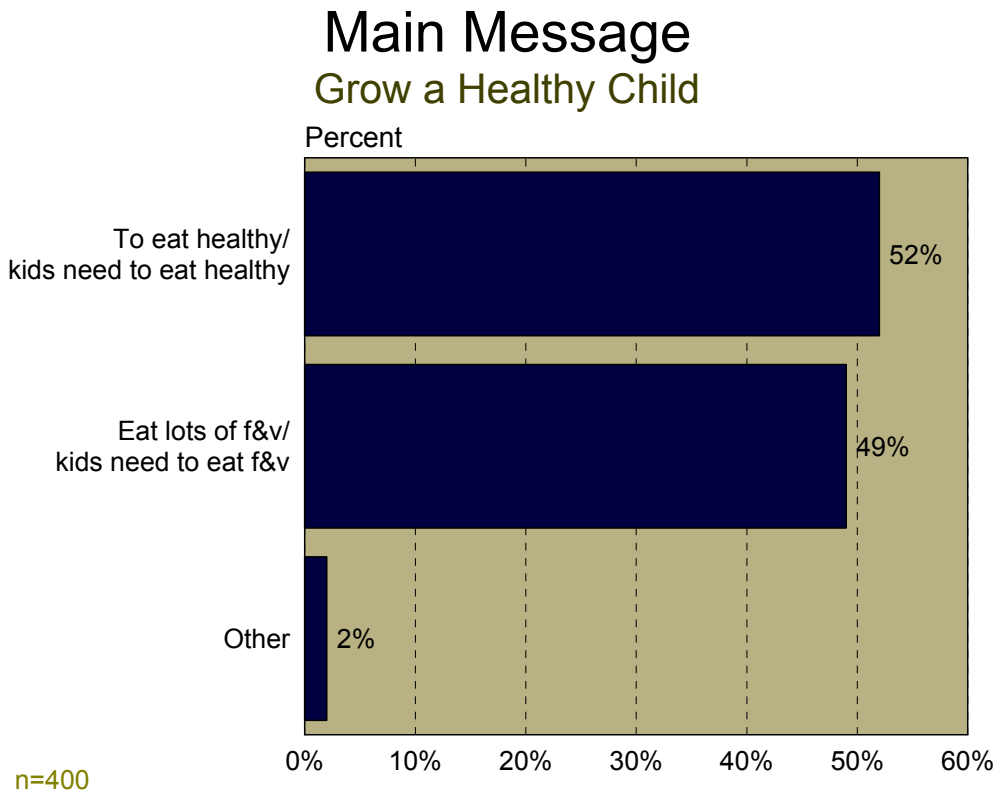
**Table 5: Aware of TV Advertising
Grow a Healthy Child
By City**

Mothers	Phoenix n=106	Tucson n=99	Cottonwood n=98	Yuma n=97
Yes	53%	45%	36%	14%
No	47%	52%	63%	86%
DK	--	3%	1%	--
Total	100%	100%	100%	100%

BOLD indicates statistically significant differences from others in category/row

G. MAIN MESSAGE – GROW A Healthy Child

There were two dominant messages in the *Grow a Healthy Child* TV advertising - 1) eat healthy/kids need to eat healthy, and 2) eat lots of fruits and vegetables/kids need to eat fruits and vegetables.



Demographic Differences

These two main messages were consistent in all four cities.

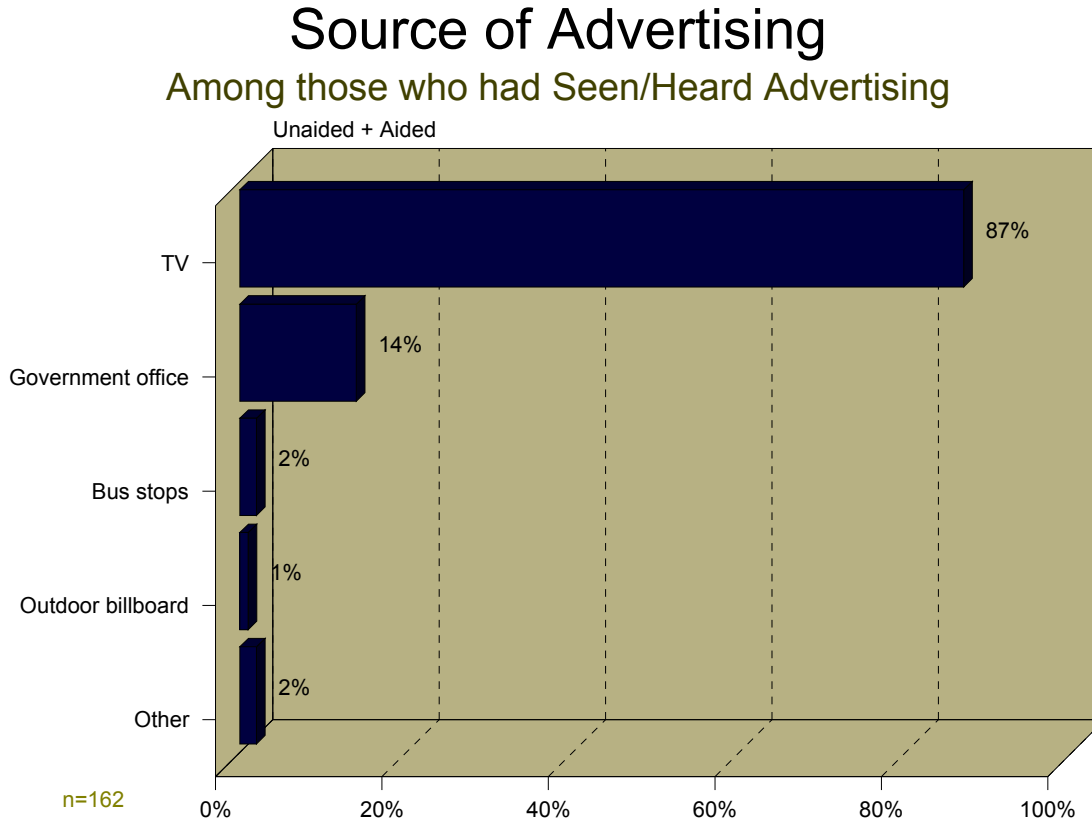
**Table 6: Main Message
Grow a Healthy Child
By City**

	Phoenix n=106	Tucson n=99	Cottonwood n=98	Yuma n=97
Eat healthy/kids need to eat healthy	49%	54%	55%	50%
Eat lots of f&v/kids need to eat f&v	48%	48%	46%	53%
Other	11%	1%	3%	1%

Totals add to more than 100% due to multiple responses.

H. Media Recall

Overwhelmingly, respondents were most likely to say they had seen the advertising on TV, with nearly nine in ten (87%) naming this medium when asked where they had seen or heard the advertising. Government office was cited next most frequently, with 14% of survey participants mentioning this. *(Note: It is important to keep in mind that respondents of all ages tend to default to TV when they are unsure of where they have seen or heard advertising.)*



Demographic Differences

There were no statistically significant differences by city.

A total of 141 respondents said they had seen the advertising on TV. As expected, there were significant differences by city in the TV stations mentioned. Following is a list of those named most frequently.

**Table 7: TV Stations
By City**

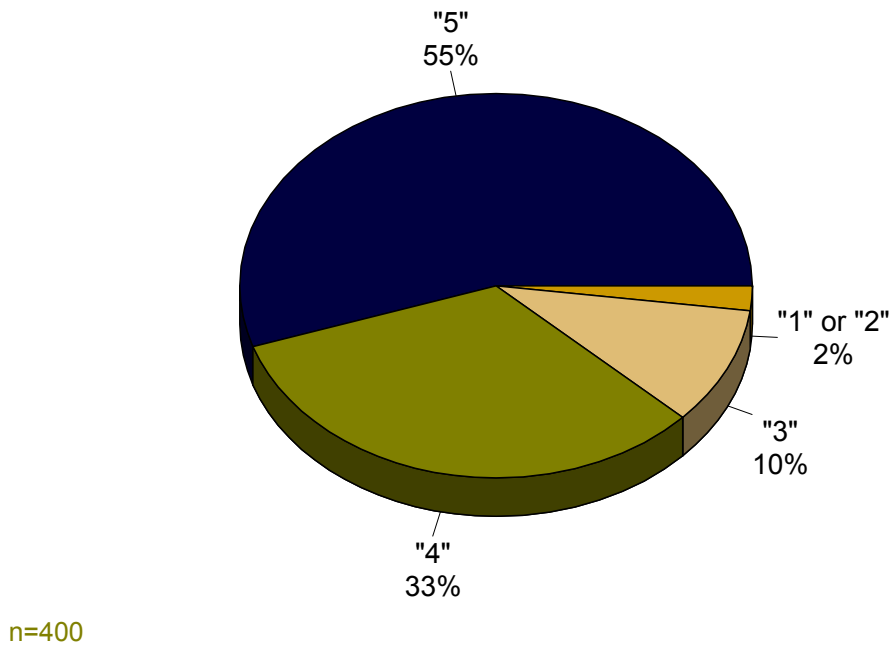
Phoenix n=58	Tucson n=40	Cottonwood n=33	Yuma n=10
Channel 33 - 52% Channel 8 - 21% Channel 61 - 10% Channel 45 - 9%	Univision - 28% Channel 46 - 20% Channel 40 - 15%	Univision - 30% Channel 33 - 27%	Channel 26 - 50% Disney Channel - 30%

I. Overall Opinion of Advertising

1. Mothers

Participants were asked to rate the *Grow a Healthy Child* TV spot on a 5-point scale, with “5” meaning they really liked the ad and “1” meaning they did not like it at all. The average rating among all women was 4.4, with 55% giving the ad a “5,” 33% rating it a “4” and 10% saying it was a “3.” Just seven people (less than 2%) rated the ad a “2” or “1” on a 5-point scale.

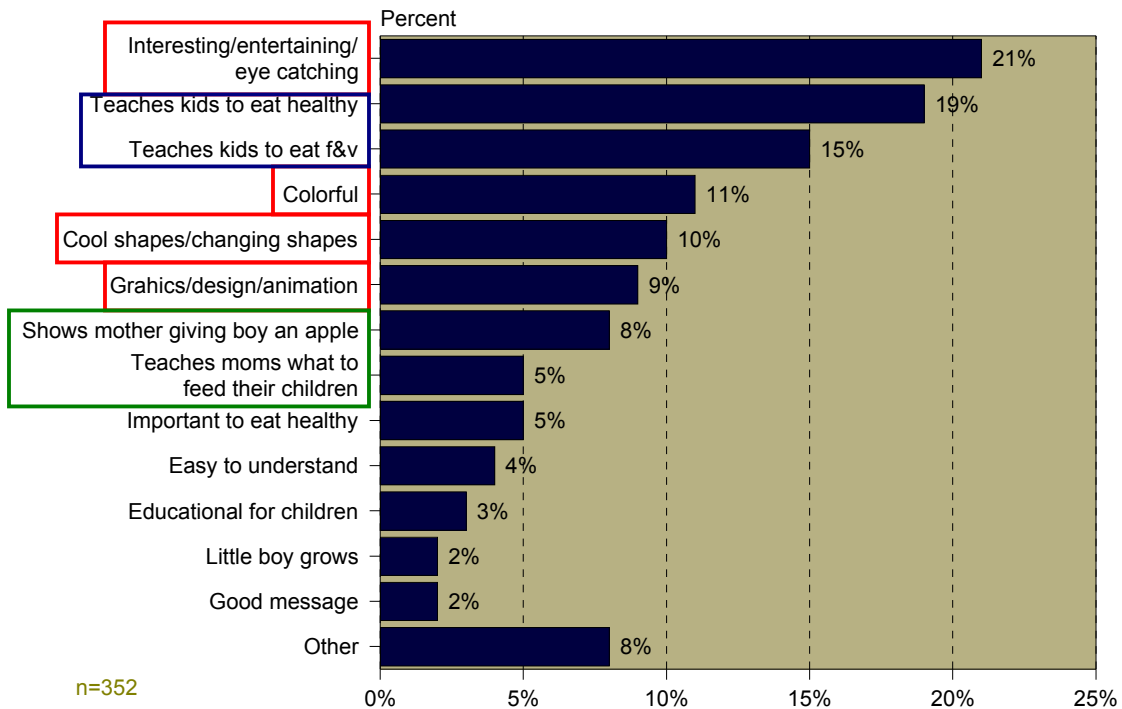
Reaction to Grow a Healthy Child Advertising Among Women



Mothers like the *Grow a Healthy Child* TV spot for a number of reasons, with several of the top responses relating to the design of the ad. One in five responses (21%) had to do with the ad being interesting/entertaining/eye catching, with approximately one in ten relating to the ad being colorful and having cool shapes/changing shapes. An additional 9% commented on the graphics/design/animation.

Mothers also like the spot because it teaches kids to eat healthy (19%) and to eat fruits and vegetables (15%). Slightly fewer (13%) mentioned something about moms’/parents’ responsibility in their children’s healthy eating habits (e.g., shows mother giving boy an apple and teaches moms what to feed their children).

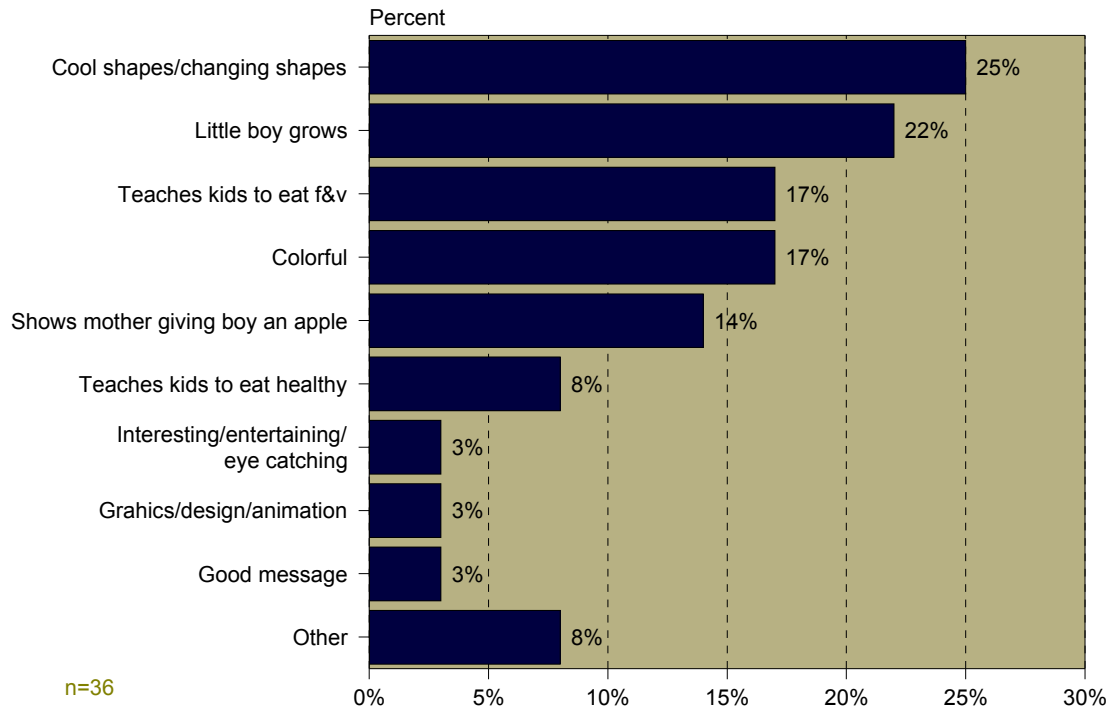
Why Like Advertising Among Mothers



2. CHILDREN

Most of the children – 90% - said they liked the advertising. And, similar to their mothers, they also mentioned the design or execution of the ad. Nine (9) of 36 mentioned the cool shapes, with eight saying the ad is colorful. The children interviewed also mentioned that the ad teaches kids to eat fruits and vegetables/fruits and vegetables help you grow *(Note small sample size.)*

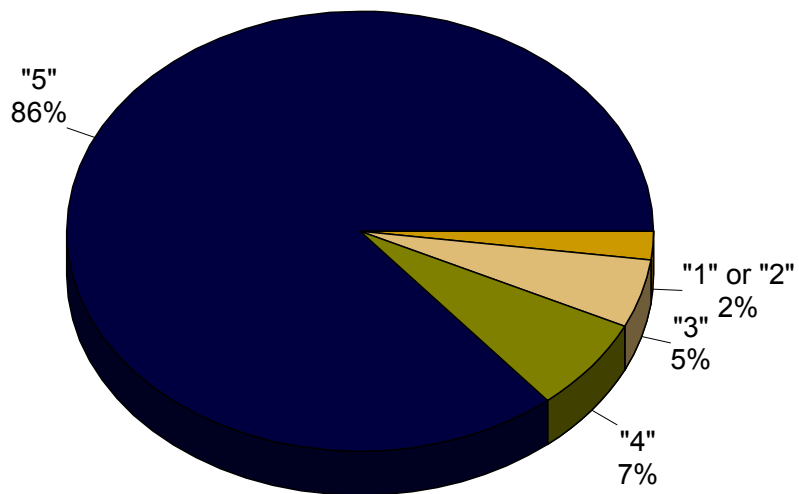
Why Like Advertising Among Children



J. UNDERSTANDABILITY

Mothers were asked to rate the TV spot on whether or not it was understandable. Nearly nine in ten (86%) rated the ad a “5” (on a 5-point scale), with 7% giving the ad a “4” rating. Just nine of 400 participants (2.3%) rated the *Grow a Healthy Child* ad a “2” or “1” on a 5-point scale.

Grow a Healthy Child Advertising Understandability



n=400

Demographic Differences

Mothers in Yuma gave slightly lower ratings on understandability.

**Table 8: Understandability
By City**

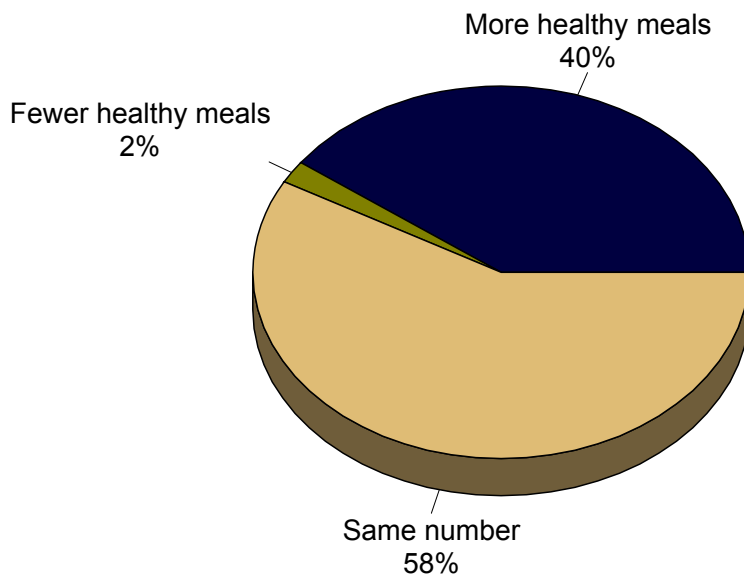
Children	Phoenix n=106	Tucson n=99	Cottonwood n=98	Yuma n=97
“5”	80%	93%	94%	77%
“4”	9%	4%	1%	14%
“3”	5%	2%	3%	9%
“2”	2%	1%	1%	0%
“1”	4%	0%	1%	0%
Total	100%	100%	100%	100%

BOLD indicates statistically significant differences from others in category/row

K. BEHAVIOR CHANGE

The final question in this section was designed to measure changes in behavior with regard to preparing healthy meals. Four in ten (39%) mothers said they are preparing *more* healthy meals for their families today than they were six months ago. Nearly six in ten (58%) said they were preparing about the *same* number of healthy meals compared to six months ago, with just 2% saying they are actually preparing *fewer* healthy meals today.

Meal Preparation Today vs. Six Months Ago



n=400

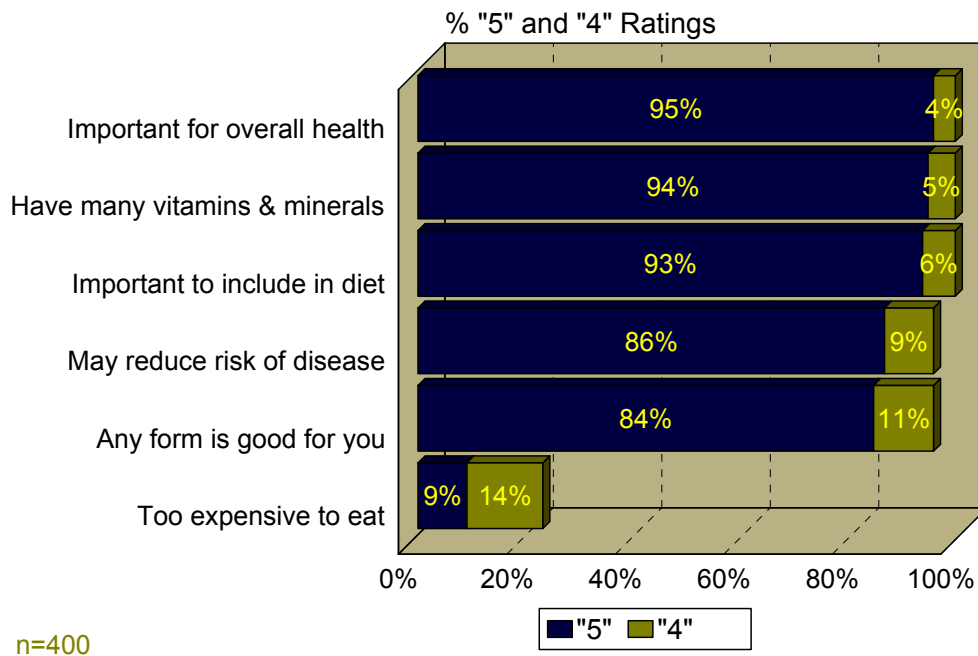
L. FRUITS AND VEGETABLES PRETEST

1. ATTITUDE STATEMENTS

This study also served as a pretest to the *Fruits and Vegetables* campaign. Women were asked to agree or disagree with each of six attitudinal statements using a 5-point scale (with “5” meaning strongly agree and “1” meaning strongly disagree).

As seen in the chart below, most participants agreed with each of the statements except the one stating *it is too expensive to eat fruits and vegetables*. However, nearly one-quarter (23%) agreed either *strongly* (“5”) or *somewhat* (“4”) with this statement.

Fruits and Vegetables Pretest Attitude Statements



2. Ad AWARENESS – FRUITS & VEGETABLES

As part of the pretest, participants were asked if they had seen or heard any advertising or public service announcements about the importance of eating fruits and vegetables in the past month. Almost half – 46% - said they had. As seen in the table below, this varied considerably by city.

**Table 9: Aware of *Fruits & Vegetables* Advertising
By City**

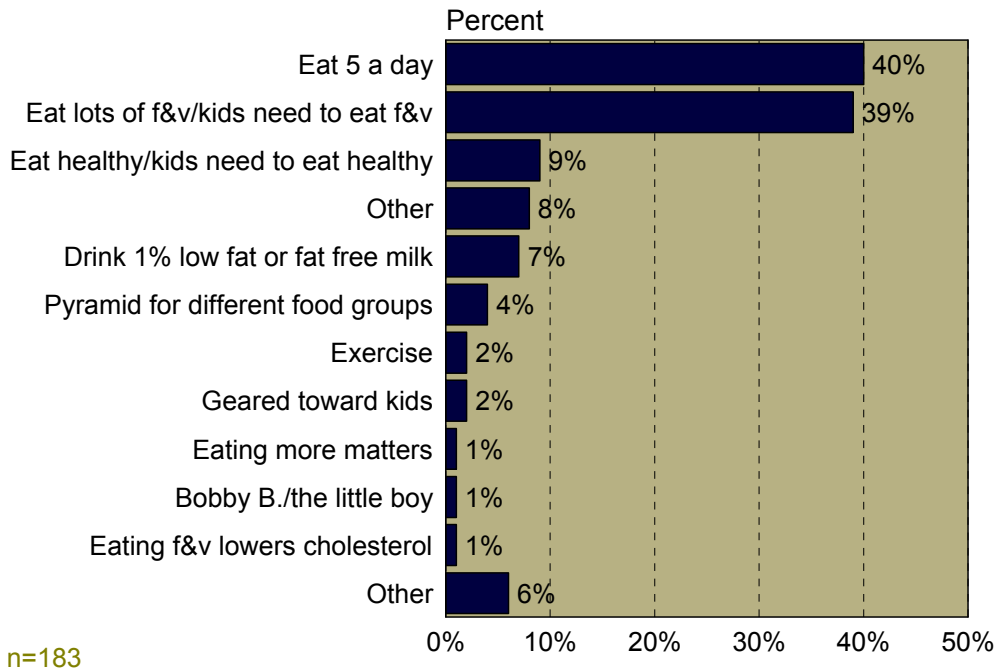
	Phoenix n=106	Tucson n=99	Cottonwood n=98	Yuma n=97
Yes	62%	57%	45%	20%
No	36%	42%	55%	80%
DK	1%	1%	--	--
Total	100%	100%	100%	100%

BOLD indicates statistically significant differences from others in category/row

3. MESSAGE RECALL – FRUITS & VEGETABLES

Eating “5 a day” and eating lots of fruits and vegetables were the two dominant messages people recalled from fruits and vegetables advertising they had seen in the past month.

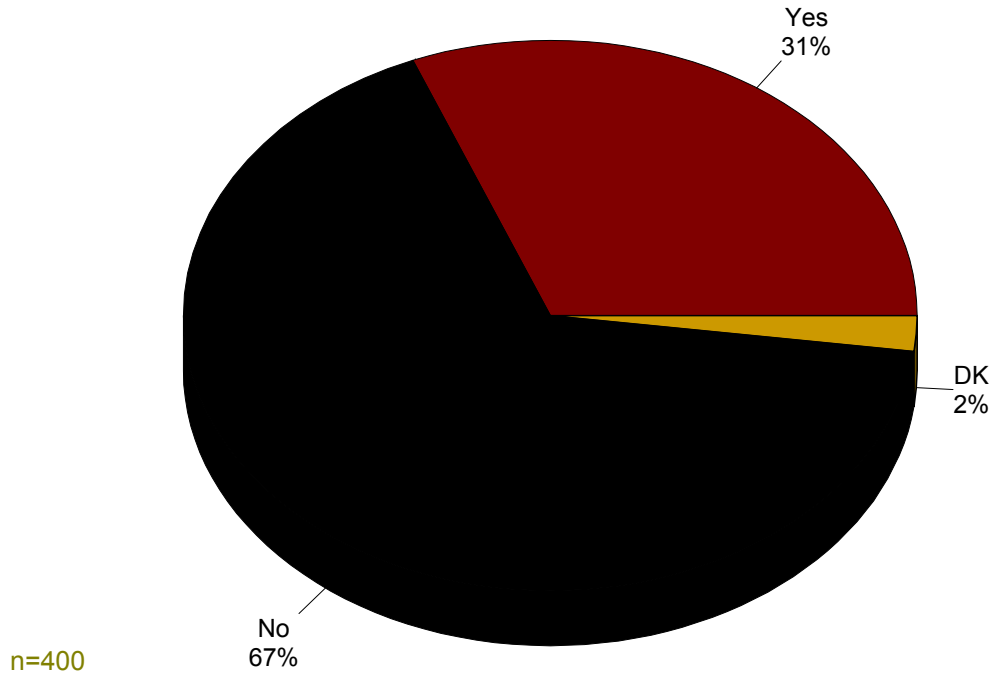
Message Recall Fruits & Vegetables



4. MORE MATTERS LOGO

After being shown the *More Matters* logo, three in ten (31%) women said they have seen it before. There were no differences by any of the key demographics.

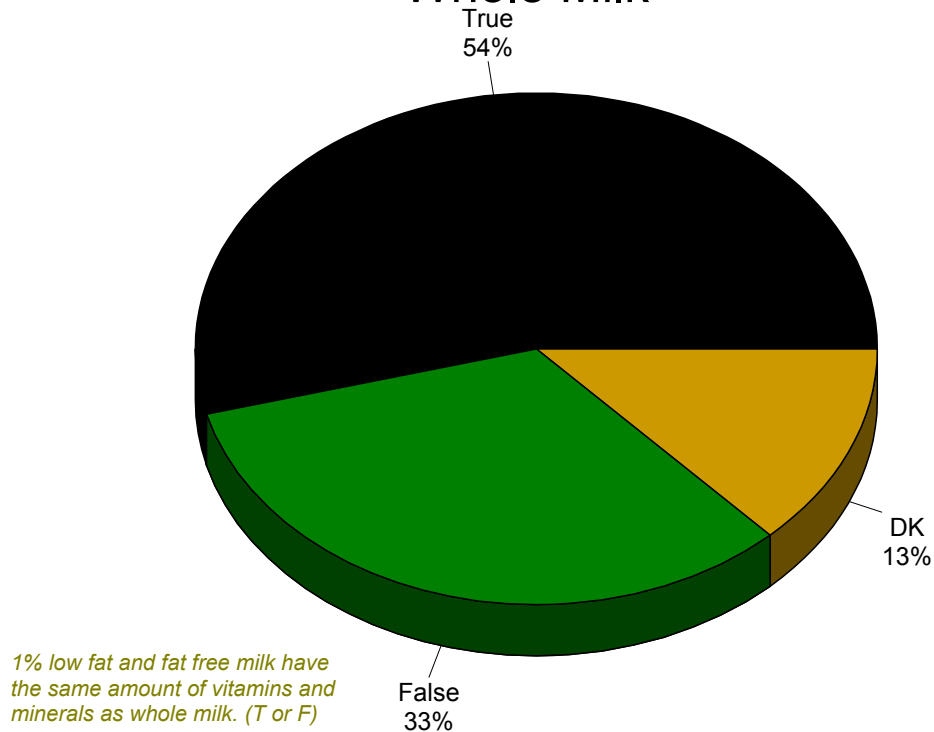
Seen More Matters Logo



M. Low Fat Milk

Participants were asked if the following statement is true or false: *1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk.* Overall, just over half of the women interviewed (54%) said the statement is true, while 33% said it was false. Just over one in ten (13%) said they did not know. Caucasian women were slightly more likely to agree with the statement than were Hispanic women – 65% and 51% respectively.

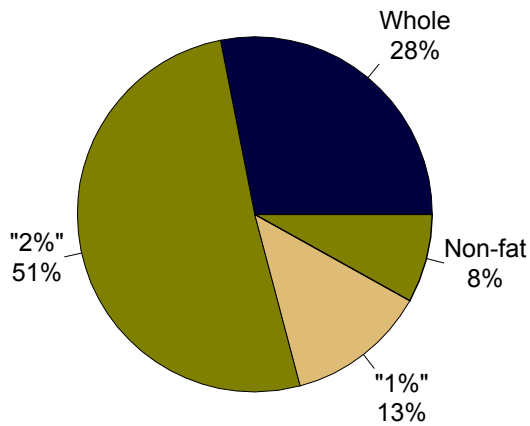
1% Low Fat / Fat Free Milk vs. Whole Milk



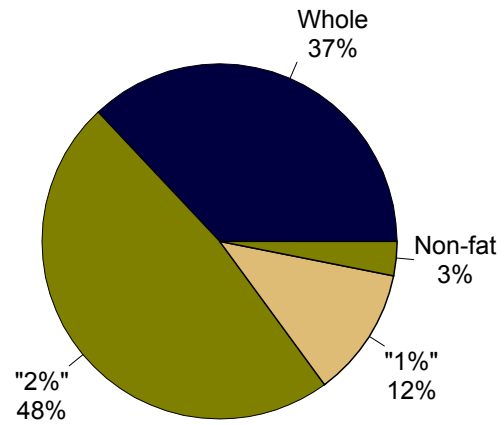
When asked what type of milk they drink as well as what kind of milk their children drink, eight in ten (79%) said they drink whole (28%) or 2% milk (51%), while 13% said they drink 1%/low fat and 8% said they drink non-fat or skim milk. Their children are slightly more likely to drink whole milk (37%).

Type of Milk

Mothers



Children



n=400

N. Self-Administered Questionnaire

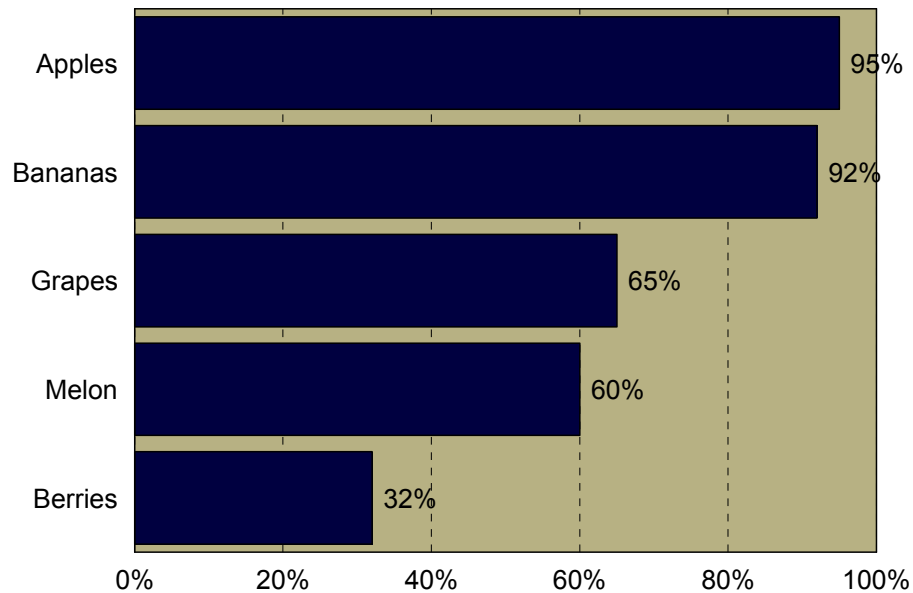
As mentioned in the Background & Methodology section of this report, following the in-person interview, women participants were asked to complete a self-administered “questionnaire” regarding items they are most likely to purchase when grocery shopping. This was simply a listing of specific fruits, vegetables, dairy products, meats and breads/tortillas/starch.

Participants were most likely to say they purchase chicken (99%), eggs (98%), tomatoes (96%), lettuce (95%), apples (95%), potatoes (94%) and cheese (94%).

By category, these women are most likely to buy apples (95%) and bananas (92%) among the fruits listed, and tomatoes (96%), lettuce (95%) and potatoes (94%) among the vegetables listed.

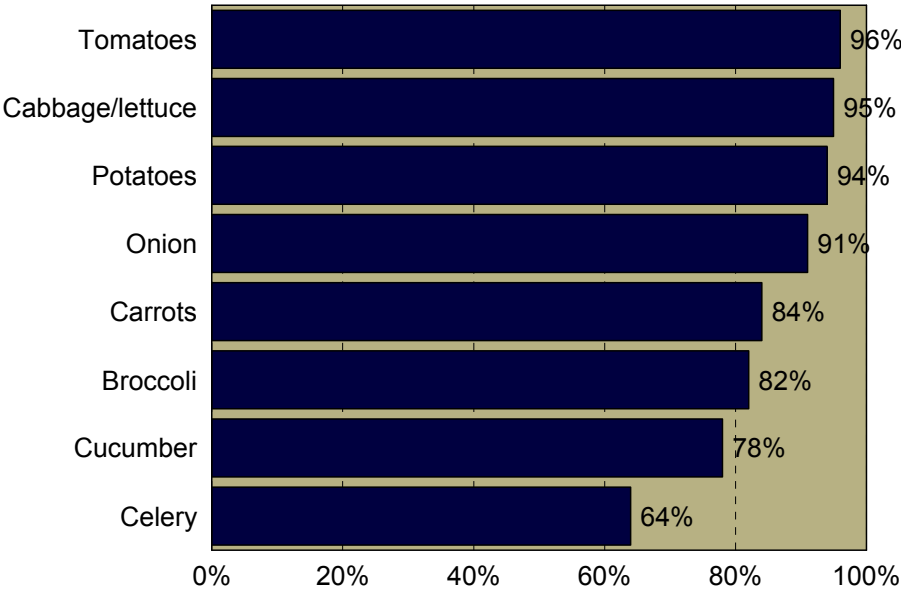
Finally, 4% of the women interviewed said they are including more vegetables on their grocery list than they did six months ago, with 3% saying they are including more healthy food, 2% more fruit and 2% more low fat products.

Most Frequently Purchased Fruits



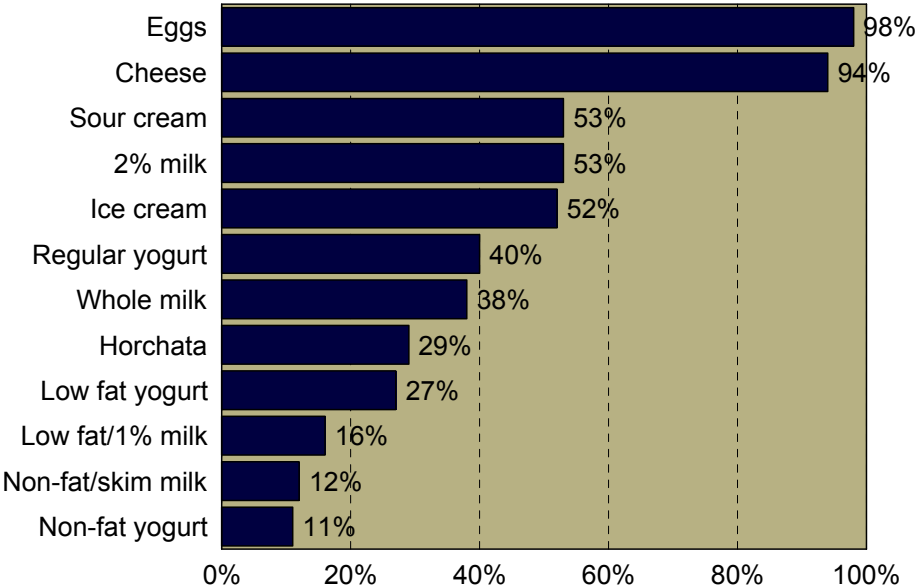
n=400

Most Frequently Purchased Vegetables



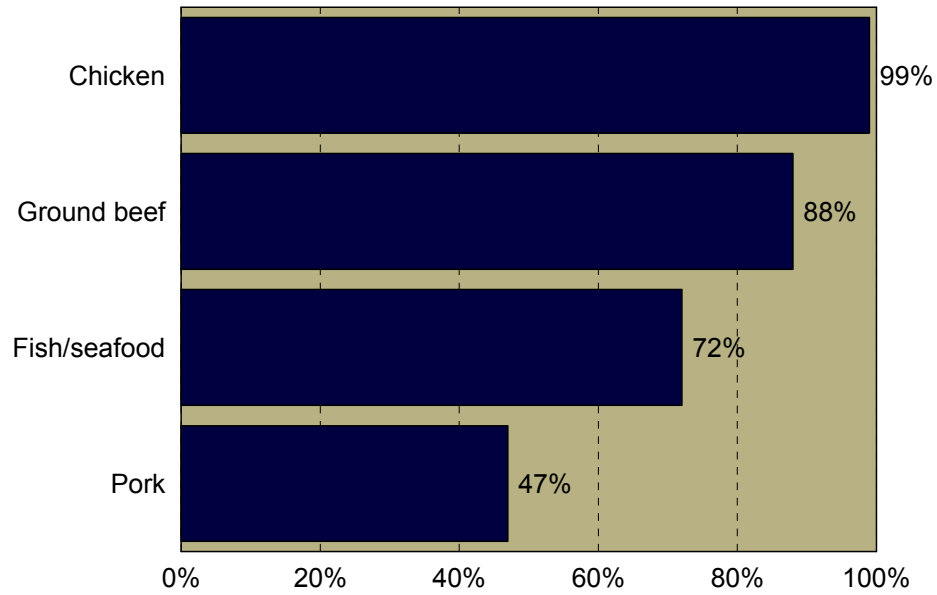
n=400

Most Frequently Purchased Dairy



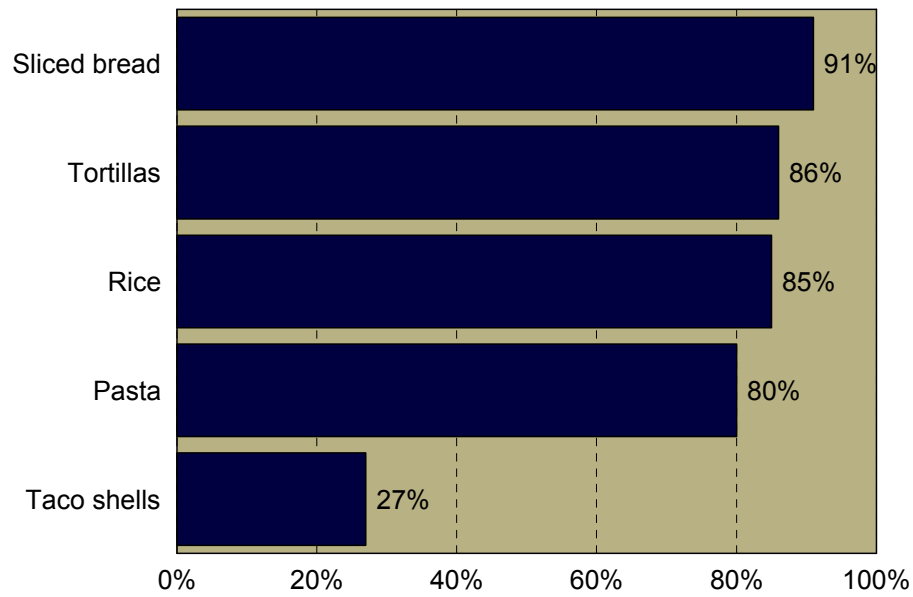
n=400

Most Frequently Purchased Meats



n=400

Most Frequently Purchased Bread/Starch



n=400